

# INVOICE



**WPBF**  
**3970 RCA Boulevard**  
**Suite 7007**  
**Palm Beach Gardens, FL 33410**  
**Main: (561)694-2525**  
**Billing: (407)389-7661**

www.thewpbfchannel.com

Billing Address:

**Mundy Katowitz Media**  
**Attention: Accounts Payable**  
**1322 G Street SE**  
**4th Floor**  
**Washington, DC 20003**

Send Payment To:

**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

Invoice #	Invoice Date	Invoice Month	Invoice Period
948222-1	10/28/12	October 2012	10/01/12 - 10/22/12

Station	Account Executive	Sales Office	Sales Region
WPBF	Mica Hansen	HRP -Washington	National

Advertiser	Product	Estimate Number
Priorities USA Action	PRIORITIES USA ACTIO	1565

Flight Dates	Order #	Alt Order #
10/16/12 - 10/22/12	948222	06300955

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
	321	340

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/19/12	10/19/12	10-11a Anderson Cooper 10-11a		----1--	:30	1	\$275.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/15/12	10/21/12	----1--				1	\$275.00	
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF F		10/19/12	10:30 AM	10-11a Anderson Cooper	10-11a	:30	PRATV12-19H	\$275.00	NM
2	10/19/12	10/19/12	Nightline	11:35-12:05AM	----1--	:30	1	\$500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/15/12	10/21/12	----1--				1	\$500.00	
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF F		10/19/12	11:53 PM	Nightline	11:35-12:05AM	:30	PRATV12-24H	\$500.00	NM
3	10/19/12	10/19/12	WPBF News 25 @ Noon	12pm-1230pm	----1--	:30	1	\$375.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/15/12	10/21/12	----1--				1	\$375.00	
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF F		10/19/12	12:10 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	PRATV12-24H	\$375.00	NM
4	10/19/12	10/19/12	M-F 3-4P	M-F 3-4P	----1--	:30	1	\$450.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/15/12	10/21/12	----1--				1	\$450.00	
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF F		10/19/12	3:31 PM	M-F 3-4P	M-F 3-4P	:30	PRATV12-19H	\$450.00	NM
5	10/19/12	10/19/12	WPBF News 25 Mornings	6-7AM	----1--	:30	1	\$500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/15/12	10/21/12	----1--				1	\$500.00	
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF F		10/19/12	6:58 AM	WPBF News 25 Mornings	6-7AM	:30	PRATV12-19H	\$500.00	NM
6	10/19/12	10/19/12	Good Morning America	7-9AM	----1--	:30	1	\$600.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/15/12	10/21/12	----1--				1	\$600.00	
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF F		10/19/12	8:39 AM	Good Morning America	7-9AM	:30	PRATV12-24H	\$600.00	NM

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertisers](http://www.hearsttelevision.com/for_advertisers)  
We warrant that the actual broadcast information shown on this invoice was taken from the program log



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**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

# INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
948222-1	10/28/12	October 2012	10/01/12 - 10/22/12
Advertiser	Product	Estimate Number	
Priorities USA Action	PRIORITIES USA ACTIO	1565	

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	10/19/12	10/19/12	Good Morning America	7-9AM	----1--	:30	1	\$600.00	NM
Class of Time - Fixed Non Pre-emptible									
7	10/22/12	10/22/12	Nightline	11:35-12:05AM	1-----	:30	1	\$500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	1-----	1	\$500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/22/12	11:54 PM	Nightline	11:35-12:05AM	:30	PRATV12-19H	\$500.00 NM
8	10/22/12	10/22/12	The View	11A-12PM	1-----	:30	1	\$900.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	1-----	1	\$900.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/22/12	10:59 AM	The View	11A-12PM	:30	PRATV12-19H	\$900.00 NM
9	10/22/12	10/22/12	WPBF News 25 @ 6:00PM	6-6:30PM	1-----	:30	1	\$700.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	1-----	1	\$700.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/22/12	6:10 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	PRATV12-24H	\$700.00 NM
10	10/22/12	10/22/12	Good Morning America	7-9AM	1-----	:30	1	\$600.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/22/12	10/28/12	1-----	1	\$600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/22/12	8:53 AM	Good Morning America	7-9AM	:30	PRATV12-24H	\$600.00 NM
11	10/20/12	10/20/12	Sat 5-6am News	Sat 5-6am	-----1-	:30	1	\$75.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-----1-	1	\$75.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Sa	10/20/12	5:47 AM	Sat 5-6am News	Sat 5-6am	:30	PRATV12-24H	\$75.00 NM
13	10/20/12	10/20/12	GMA Saturday 7-8am	Sat 7am-8am	-----1-	:30	1	\$450.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-----1-	1	\$450.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Sa	10/20/12	7:29 AM	GMA Saturday 7-8am	Sat 7am-8am	:30	PRATV12-19H	\$450.00 NM
14	10/20/12	10/20/12	Sat Jeopardy	Sat 7:30-8PM	-----1-	:30	1	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-----1-	1	\$600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Sa	10/20/12		Sat Jeopardy	Sat 7:30-8PM	:00		<del>\$600.00</del> NM
Credited									
15	10/21/12	10/21/12	Sun 5-6am News	Sun 5-6am	-----1	:30	1	\$75.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-----1	1	\$75.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	10/21/12	5:00 AM	Sun 5-6am News	Sun 5-6am	:30	PRATV12-19H	\$75.00 NM
16	10/21/12	10/21/12	Sun 6-7am News	Sun 6-7am	-----1	:30	1	\$125.00	NM
Class of Time - Pre-emptible with notice									

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**PO Box 26885**  
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Advertiser	Product	Estimate Number	
Priorities USA Action	PRIORITIES USA ACTIO	1565	

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
24	10/18/12	10/18/12	WPBF News 25 Mornings6-7AM		---1---	:30	1	\$500.00	NM
	Class of Time - Pre-emptible with notice								
25	10/18/12	10/18/12	Jeopardy	7:30-8PM	---1---	:30	1	\$1,900.00	NM
	Class of Time - Fixed Non Pre-emptible								
	Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>			
		10/15/12	10/21/12	---1---	1	\$1,900.00			
	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID
	1	WPBF	Th	10/18/12	7:28 PM	Jeopardy	7:30-8PM	:30	PRATV12-19H
									Rate Type
									\$1,900.00 NM
26	10/16/12	10/16/12	Jimmy Kimmel	12:06-01:06AM	-1-----	:30	1	\$100.00	NM
	Class of Time - Pre-emptible with notice								
	Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>			
		10/15/12	10/21/12	-1-----	1	\$100.00			
	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID
	1	WPBF	Tu	10/16/12	12:52 AM	Jimmy Kimmel	12:06-01:06AM	:30	PRATV12-19H
									Rate Type
									\$100.00 NM
27	10/16/12	10/16/12	M-F 3-4P	M-F 3-4P	-1-----	:30	1	\$450.00	NM
	Class of Time - Pre-emptible with notice								
	Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>			
		10/15/12	10/21/12	-1-----	1	\$450.00			
	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID
	1	WPBF	Tu	10/16/12	3:49 PM	M-F 3-4P	M-F 3-4P	:30	PRATV12-19H
									Rate Type
									\$450.00 NM
28	10/16/12	10/16/12	WPBF News 25 @ 6:00PM	6-6:30PM	-1-----	:30	1	\$700.00	NM
	Class of Time - Pre-emptible with notice								
	Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>			
		10/15/12	10/21/12	-1-----	1	\$700.00			
	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID
	1	WPBF	Tu	10/16/12	6:22 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	PRATV12-24H
									Rate Type
									\$700.00 NM
29	10/16/12	10/16/12	Good Morning America	7-9AM	-1-----	:30	1	\$600.00	NM
	Class of Time - Fixed Non Pre-emptible								
	Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>			
		10/15/12	10/21/12	-1-----	1	\$600.00			
	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID
	1	WPBF	Tu	10/16/12	7:50 AM	Good Morning America	7-9AM	:30	PRATV12-24H
									Rate Type
									\$600.00 NM
30	10/17/12	10/17/12	THE CHEW	1P-2P	--1----	:30	1	\$275.00	NM
	Class of Time - Pre-emptible with notice								
	Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>			
		10/15/12	10/21/12	--1----	1	\$275.00			
	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID
	1	WPBF	W	10/17/12	12:59 PM	THE CHEW	1P-2P	:30	PRATV12-19H
									Rate Type
									\$275.00 NM
31	10/17/12	10/17/12	Nightline	11:35-12:05AM	--1----	:30	1	\$500.00	NM
	Class of Time - Pre-emptible with notice								
	Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>			
		10/15/12	10/21/12	--1----	1	\$500.00			
	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID
	1	WPBF	W	10/17/12	11:53 PM	Nightline	11:35-12:05AM	:30	PRATV12-19H
									Rate Type
									\$500.00 NM
32	10/17/12	10/17/12	WPBF News 25 @ Noon	12pm-1230pm	--1----	:30	1	\$375.00	NM
	Class of Time - Fixed Non Pre-emptible								
	Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>			
		10/15/12	10/21/12	--1----	1	\$375.00			
	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID
	1	WPBF	W	10/17/12	12:09 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	PRATV12-24H
									Rate Type
									\$375.00 NM
33	10/17/12	10/17/12	M-F 5pm News	5-6pm	--1----	:30	1	\$525.00	NM
	Class of Time - Pre-emptible with notice								



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Advertiser	Product	Estimate Number	
Priorities USA Action	PRIORITIES USA ACTIO	1565	

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
33	10/17/12	10/17/12	M-F 5pm News	5-6pm	--1----	:30	1	\$525.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	--1----	1	\$525.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	10/17/12	5:17 PM	M-F 5pm News	5-6pm	:30	PRATV12-24H	\$525.00 NM
34	10/17/12	10/17/12	WPBF News 25 Mornings	6-7AM	--1----	:30	1	\$500.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	--1----	1	\$500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	10/17/12	6:44 AM	WPBF News 25 Mornings	6-7AM	:30	PRATV12-24H	\$500.00 NM
35	10/17/12	10/17/12	Good Morning America	7-9AM	--1----	:30	1	\$600.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	--1----	1	\$600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	10/17/12	8:59 AM	Good Morning America	7-9AM	:30	PRATV12-19H	\$600.00 NM
36	10/16/12	10/19/12	WPBF News 25 @ 5am	5-530am	-TWTF--	:30	1	\$200.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-TWTF--	1	\$200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	10/16/12	5:14 AM	WPBF News 25 @ 5am	5-530am	:30	PRATV12-24H	\$200.00 NM
37	10/16/12	10/19/12	WPBF News 25 Mornings	5:30-5:57am	-TWTF--	:30	1	\$300.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-TWTF--	1	\$300.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	10/16/12	5:38 AM	WPBF News 25 Mornings @ 5:30-5:57am	5:30-5:57am	:30	PRATV12-19H	\$300.00 NM
38	10/20/12	10/20/12	Sat 5-6am News	Sat 5-6am	-----S-	:30	1	\$200.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-----S-	1	\$200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Sa	10/20/12	5:29 AM	Sat 5-6am News	Sat 5-6am	:30	PRATV12-19H	\$200.00 NM
39	10/21/12	10/21/12	Sun 6-7am News	Sun 6-7am	-----S	:30	1	\$300.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-----S	1	\$300.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	10/21/12	6:40 AM	Sun 6-7am News	Sun 6-7am	:30	PRATV12-19H	\$300.00 NM
40	10/21/12	10/21/12	GMA Sunday 7-8am	Sun 7-8am	-----S	:30	1	\$900.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/15/12	10/21/12	-----S	1	\$900.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	10/21/12	7:29 AM	GMA Sunday 7-8am	Sun 7-8am	:30	PRATV12-24H	\$900.00 NM

**Total Spots 37**

**Gross Total \$17,175.00**



Send Payment To:

**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

# INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
948222-1	10/28/12	October 2012	10/01/12 - 10/22/12

Advertiser	Product	Estimate Number
Priorities USA Action	PRIORITIES USA ACTIO	1565

[www.thewpbfchannel.com](http://www.thewpbfchannel.com)
**Payment Terms 30 Days**
Agency Commission **\$2,576.25**
Net Amount Due **\$14,598.75**